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Highsnobiety's Haein Dorin: Luxury Woman to Watch 2023

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Haein Dorin

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Haein Dorin

Senior vice president of operations

Highsnobiety

New York

"Working with incredible brands like Gucci, Saint Laurent, Burberry and many more, I am proud to say each production and project we execute continues to innovate from the previous season to evolve with our audience."

What do you most like about your job?

As the general manager and U.S. lead in operations, being able to nurture, grow and support talent across the organization is my passion. Connecting the right individuals across the organization to collaborate and cultivate our best work with brands and editorially.

What is the biggest challenge in your work?

Highsnobiety, as a rule, never stops looking to the future and, as a result, is continually evolving as a business. It is the best kind of challenge to continue to match that evolution at every step.

What is your work priority for 2023?

Being connected to more brands that are searching for their brand to be rediscovered, and reach the cultural pioneer.

We have had some amazing projects with a variety of brands and have had the opportunity to show up in culture and

encourage discovery of the story behind the brand and we would like to continue fostering that growth.

What is your proudest achievement in luxury?

Each story we cover and brand we help reach the cultural pioneer becomes our proudest achievement.

Our team continues to innovate and push the envelope for each project we deliver.

Working with incredible brands like Gucci, Saint Laurent, Burberry and many more, I am proud to say each production and project we execute continues to innovate from the previous season to evolve with our audience.

How do you see luxury evolving in 2023?

The evolution of luxury is something our team is constantly thinking about. A few years ago, we launched a white paper called "The New Luxury," taking a look at some of these pretty seismic shifts which have been taking place in the space.

The work was really well-received by the industry, which was fantastic to see, and so we partnered with Boston Consulting Group to continue to put out forecasting and observations about the luxury space, most recently releasing the "Luxury 3.0" white paper earlier this summer.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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